

CURRICULUM VITAE
JAY CARLSON, Ph.D.
Associate Professor
School of Business
Clarkson University Capital Region Campus
September 28, 2021

Education

Ph.D., Business Administration, Major in Marketing, Cognate in Psychology, University of South Carolina, 2001

M.B.A., Minnesota State University at Moorhead, 1997

B.S., Business, Major in Marketing with a Professional Golf Management Option, Ferris State University, 1992

Academic Honors and Awards

Co-Author of Honorable Mention for Davidson Award (Best Paper Published) in Journal of Retailing for 2007

Doctoral Consortium Representative, University of South Carolina, American Marketing Association, 2000

Doctoral Consortium Representative, University of South Carolina, Society for Marketing Advances, 1999

Co-Author of Best Paper, Advertising, Promotion, and Integrated Marketing Communications Track, AMA Summer Educators' Conference, 1999

Areas of Specialization

Marketing, market research and consumer behavior

Academic Experience

Clarkson University Capital Region Campus, Associate Professor of Marketing, 2016 – present

Union Graduate College of Union University, Associate Professor of Marketing, 2008 – 2016 (Note: Union Graduate College merged with Clarkson University in 2016)

Union Graduate College of Union University, Assistant Professor of Marketing,
2003 – 2008

Bradley University, Assistant Professor of Marketing,
2001 – 2003

University of South Carolina, Teaching Assistant,
1997 – 2001

Professional Experience

Pomme de Terre Golf Course, Golf Shop Manager,
1988 and 1995.

Courses Taught

MK 610, Marketing Management

MK 626, Marketing Research Techniques

MK 628/MK 629, Consumer Behavior

HC 626, Health Systems Marketing

MBA 690, Market Research Independent Study

Scholarship

Research Program: Research agenda focuses on (1) consumer behavior in response to marketer-supplied price information, (2) consumer behavior in response to marketer-supplied product size information, (3) consumer knowledge, (4) consumer reactions to health services information, and (5) consumer propensity to help non-profit organizations.

Peer reviewed Journal Articles Published

Carlson, J., “A Pitfall of Using Offer Quantity Limits,” The International Review of Retail, Distribution, and Consumer Research, Vol. 31, Issue 3, pp. 358-374, 2021.

Carlson, J., Compeau, L., “Cue-less Consumers in Factory Outlet Stores: Reference Price Effects on Consumer Evaluations When Semantic Phrases Are Missing,” Journal of Product & Brand Management, Vol. 27, Issue 4, pp. 415-426, 2018.

Carlson, J., "Consumer Evaluations of Bonus Packs Offered with Price Discounts," Journal of Consumer Marketing, Vol. 35, Issue 1, pp. 22-31, 2018.

Carlson, J., "A Content Analysis of Bonus Pack Promotions," Journal of Promotion Management, Vol. 23, Issue 6, pp. 930-950, 2017.

Carlson, J., Weathers, D., Swain, S., "Consumer Responses to Bonus Pack and Product Enlargement Claims," Journal of Marketing Theory and Practice, Vol. 24, Issue 1, pp. 59-71, 2016.

Weathers, D., Swain, S., Carlson, J., "Why Consumers Respond Differently to Absolute versus Percentage Descriptions of Quantities," Marketing Letters, Vol. 23, Issue 4, pp. 943-957, 2012.

Carlson, J., Huppertz J., Bowman, A., Lambrinos, J., Strosberg M., Kutzer, N., "Volunteering Time Decisions: A Multi-Factor Experimental Study," International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 16, Issue 2, pp. 150-165, 2011.

Huppertz, J., Carlson, J., "Consumers' Use of HCAHPS Ratings and Word-of-Mouth in Hospital Choice," Health Services Research, Vol. 45, 6 (Part I), pp. 1602-1613, 2010.

Carlson, J., Vincent, L., Hardesty, D., Bearden, W., "Objective and Subjective Knowledge Relationships: A Quantitative Analysis of Consumer Research Findings," Journal of Consumer Research, Vol. 35, February, pp. 864-876, 2009.

Carlson, J., Huppertz, J., Neidermeyer, P., "Price and Consumer Cost Responsibility Effects on Quality Perceptions and Price Negotiation Likelihood for Healthcare Services," Health Marketing Quarterly, Vol. 25, Issue 4, pp. 1-26, 2008.

Carlson, J., Weathers, D., "Examining Consumer Reactions to Partitioned Prices with a Variable Number of Price Components," Journal of Business Research, Vol. 61, July, pp. 724-731, 2008.

Hardesty, D., Bearden, W., Carlson, J., "Persuasion Knowledge and Consumer Reactions to Pricing Tactics," Journal of Retailing, Vol. 82, Issue 2, pp. 199-210, 2007.

Honorable Mention for Davidson Award (Best Paper Published) in Journal of Retailing for 2007

Carlson, J., Bearden, W., Hardesty, D., "Influences on What Consumers Know and What They Think They Know Regarding Marketer Pricing Tactics," Psychology & Marketing, Vol. 24, February, pp. 117-142, 2007.

Rottier, H., Hill, D., Carlson, J., Griffin, M., Bond, E., Autry, C., Bobbitt, M., "Events of 9/11/2001: Crisis and Consumer Dissatisfaction Response Styles," Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, Vol. 16, pp. 222-232, 2003.

Bearden, W., Carlson, J., Hardesty, D., "Using Invoice Price Information to Frame Advertised Prices," Journal of Business Research, Vol. 56, May, pp. 355-366, 2003.

Hardesty, D., Carlson, J., Bearden, W., "Brand Familiarity and Advertising Skepticism Effects on the Evaluation of Invoice Prices," Journal of Advertising, Vol. 31, Summer, pp. 1-15, 2002.

Academic/Professional Meeting papers/Presentations/Proceedings

Weathers, D., Swain, S., and Carlson, J., "Consumer Reactions to Percentage and Absolute Values: An Analogue Magnitude Coding Perspective," Academy of Marketing Science Conference, 2012, New Orleans, LA.

Hardesty, D., Bearden, W., and Carlson, J., "Reflections on 'Persuasion Knowledge and Consumer Reactions to Pricing Tactics,' and Ideas for Further Research," American Marketing Association Winter Educators' Conference, 2009, Tampa, FL.

Weathers, D., Carlson, J., Swain, S., "An Examination of Concreteness and Whole Number Dominance Effects on the Evaluation of Percentage Shipping Charges," Society for Consumer Psychology Conference, 2008, New Orleans, LA.

Swain, S., Weathers, D., Carlson, J., "Whole Number Dominance in Price Evaluations," American Marketing Association Winter Educators' Conference, 2008, Austin, TX.

Swain, S., Weathers, D., Carlson, J., "Partitioned Prices and Whole Number Dominance," Proceedings of the 13th International Conference on Industry, Engineering, and Management Systems, 2007, Melbourne, FL.

Carlson, J., Bearden, W., Hardesty, D., "Influences on What Consumers Know and What They Think They Know Regarding the Persuasive Aspects of Pricing-Related Selling Tactics," American Marketing Association Winter Educators' Conference, 2005, San Antonio, TX.

Hardesty, D., Bearden, W., Carlson, J., "Consumer Knowledge of Pricing-Related Selling Tactics," Proceedings of the Fordham University Pricing Conference, 2003, New York, NY.

Weathers, D., Carlson, J., "Heterogeneity in Partitioned Prices: Factors Affecting Consumer Perceptions of Price Fairness," Proceedings of the Fordham University Pricing Conference, 2003, New York, NY.

Rottier, H., Hill, D., Carlson, J., Griffin, M., Bond, E., Autry, C., Bobbitt, M., “Events of 9/11/2001: Crisis and Consumer Dissatisfaction Response Styles, CS/DCB Conference, 2003, Provo, UT.

Hardesty, D., Carlson, J., Bearden, W., “Brand Familiarity and Advertising Skepticism Effects on the Evaluation of Invoice Prices,” American Marketing Association Summer Educators’ Conference, Vol. 12, 2001, Washington D.C.

Bearden, W., Carlson, J., Colton, D., Weathers, D., “Price Discount and Brand Information Effects on Perceptions of Quality and Value,” American Marketing Association Summer Educators’ Conference, Vol. 11, 2000, Chicago, IL.

Bearden, W., Carlson, J., Hardesty, D., “Using Invoice Price Information to Frame Advertised Prices,” Proceedings of the Fordham University Pricing Conference, 1999, New York, NY.

Bearden, W., Carlson, J., Hardesty, D., “The Effects of Advertised Sale and Invoice Prices on Consumer Perceptions of Offer Fairness, Product Quality, and Perceived Value,” American Marketing Association Summer Educators’ Conference, Vol. 10, 1999, San Francisco, CA.

Best Paper for Advertising, Promotion, and Integrated Marketing Communications Track.

Bearden, W., Carlson, J., Hardesty, D., “Reevaluating Measures of the Behavioral Consequences of Dissatisfying Service Experiences,” American Marketing Association Summer Educators’ Conference, Vol. 9, 1998, Boston, MA.

Books and Contributions to books

Bearden, W., Carlson, J., Hardesty, D., Vincent, L., “Customers’ Objective and Subjective Knowledge,” in Dominique M. Hanssens ed., Marketing Science Institute (MSI) Relevant Knowledge Series: Empirical Generalizations about Marketing Impact, Cambridge, MA: Marketing Science Institute, 2009.

Service Contributions - To marketing community

Editorial Review Board Member, Journal of Consumer Marketing.

Ad hoc reviewer, Journal of Advertising.

Ad hoc reviewer, Journal of Business Research.

Ad hoc reviewer, Journal of Consumer Behaviour.

Ad hoc reviewer, Journal of Consumer Psychology.

Ad hoc reviewer, Journal of Consumer Research.

Ad hoc reviewer, Journal of Marketing Communications.

Ad hoc reviewer, Journal of Promotion Management.

Ad hoc reviewer, Journal of Retailing.

Ad hoc reviewer, Journal of Retailing and Consumer Services.

Ad hoc reviewer, International Journal of Nonprofit and Voluntary Sector Marketing.

Reviewer, SCP-Sheth Dissertation Proposal Competition, 2004, 2006-2011.

Reviewer, Society for Marketing Advances Conference, 2007, 2009, 2012.

Reviewer, Society for Consumer Psychology Conference, 2006.

Reviewer, John A. Howard AMA Dissertation Awards, 2004.

Reviewer, Academy of Marketing Science Conference, 2003, 2010, 2012.

Service Contributions - To Clarkson University

Governance Committee, Reh School of Business
Chair, September 2020 – present.

Curriculum & Policy (CAP) Committee of the Faculty Senate of Clarkson University
Member, September 2019 – present.

Tenure Committee of the Faculty Senate of Clarkson University
Member, September 2021 – present.

Clarkson Marketing Faculty Search Committee,
Chair, September 2021 – present.
Chair, December 2020 – March 2021.
Chair, June 2019 – January 2020.
Chair, June 2018 – January 2019,
Member, August 2017 – May 2018.

Academic Advisor for Full-Time Healthcare Management MBA and/or Online MBA
students at Clarkson University Capital Region Campus (CRC) (current n = 10),
February 2016 – present.

Faculty Mentor, Iman Paul (Assistant Professor of Marketing, Potsdam campus),
November 2019 – present.

Ad hoc Committee of the Faculty Senate of Clarkson University - Faculty Governance
Member, November 2020 – February 2021.

Ad hoc Permanent Dean Faculty Voice Facilitation Committee,
Member, March 2020.

Faculty Development Committee, Reh School of Business
Member, February 2018 – May 2019.
Member of Strategic Planning Group, September 2018 – May 2019.
Member of Awards Subcommittee, January 2019 – February 2019.

Assessment Committee at Clarkson University Capital Region Campus (CRC),
Member, February 2016 – May 2019.

Beta Gamma Sigma Chapter at Clarkson University Capital Region Campus (CRC),
Secretary, February 2016 – May 2019.

Clarkson Merger Governance Committee,
Member, February 2016 – April 2016.

Service Contributions - To Union Graduate College

Academic Advisor for Full-Time MBA students,
September 2004 – January 2016.

Institutional Assessment Committee,
Member, May 2010 – January 2016.

Assessment Committee in School of Management,
Member, July 2006 – January 2016.

Beta Gamma Sigma Chapter,
Secretary, September 2008 – January 2016.

Executive Committee,
Member, September 2010 – June 2013;
Member, September 2014 – January 2016.

Clarkson Governance Committee,
Member, September 2015 – January 2016.

Advising Committee in School of Management;
Chair, September 2014 – September 2015.

Tenure Review Committee for Dr. Catherine Snyder,
Member, July 2015 – October 2015.

Academic Committee,
Member, March 2012 – June 2012;
Member, September 2008 – November 2008;
Chair, September 2006 – June 2008;
Member, September 2004 – February 2006.

Middle States Re-accreditation Subcommittee
Member, September 2009 – April 2012.

Affirmative Action Committee,
Member, December 2011 – March 2012.

Judicator for Reappointment Reviews,
John DeJoy 2015
Catherine Snyder 2012
Bruce Tulloch 2011

Tenure Review Committee for Dr. Peter Otto,
Chair, December 2010 – May 2011.

Supervised 5 Student Independent Study Projects,
September 2003 – August 2010.

Financial Projections Team,
November 2009 – January 2010.

Middle States Accreditation Subcommittee for School of Management,
Member, January 2005 – February 2006.

Assessment Subcommittee,
Member, September 2004 – June 2005.

Assisted in Union Graduate College's portion of GE Training (with John Huppertz) for
ACAC (China), Cincinnati, Ohio,
April 2005.

Assisted in Conduct of Focus Group Research (with John Huppertz) for Union Graduate College,
November 2004.

Supervised MBA Student Team Survey Research Projects Completed for Union Graduate College,
March 2004 - June 2004.

Service Contributions - To Bradley University

Undergraduate Curriculum Committee,
Member, September 2001 – May 2003;
Secretary, September 2002 – May 2003.

Undergraduate Student Recruiting Committee,
Member, September 2001 – May 2003.

Academic Advisor for 26 – 29 Undergraduate Marketing Major Students,
September 2001 – May 2003.

Supervised 1 Student Independent Study Project,
January 2003 – May 2003.

Other

Invited Lecturer, Bulgarian Entrepreneurial Conference, Tryavna, Bulgaria,
July 2007.

Professional Memberships

Member, American Marketing Association (AMA),
1997 – Present.

Personal Development Activities

Social Media Marketing Conference, American Marketing Association, New York City, May 2013.